

Minutes of the General Convention Meeting

April 26, 1952, 2 P.M.
University of Pennsylvania

The meeting was called to order by Bart Levy, chairman, and roll was taken with all stations represented. After a temporary adjournment to await the arrival of the business faction, the meeting was reopened with a report from John Kastor on the morning meeting of the Program Department.

First, there will be a system of rotation for Ivy Theatre whereby each school will send tapes to all of the other schools.

A motion was made that the office of Program and Production Chairman, to be elected at the annual convention, be created and changed from year to year. The motion was seconded and discussion ensued.

Discussion centered around the lack of coordination in the Ivy Network between business and programming. The Program Chairman would make sure that new ideas are passed around to the various stations in order to provide program coordination between stations.

The motion was changed to read: The position of Program Coordinator shall be established. He shall be the Program Director of the station selected in alphabetical order at the General Convention. The motion was seconded and carried by a vote of six to one.

Station procedures were discussed and it was suggested that a file be kept of all station programs, and that a short description of each program be sent to the various stations for their own interest and use.

A report was given by Chuck Farbstein on the meeting of the Station Relations Department. The main topics discussed were methods of publicity and audience research. It was suggested that a public relations staff be set up and the question arose of whether the director should be on a par with the members of the Executive Board. One station has it established in this way, while at the other stations the Public Relations Director functions under the various other departments. A questionnaire will be sent out to determine which method the stations prefer. It was generally agreed that the audience research departments need an over-hauling.

Report of the Business Department meeting was given by Fay Janis. The most important announcement made was that the Phillip Morris Company will not be in college radio next year. The reason for the drop is a basic change in company policy. Sales have decreased all over the country and the results from college advertising check; only one station had sales increase, while the others have decreased or remained the same. However, the Lucky Strike contract is 99% sold. This information is for Ivy Network personnel only, and the Phillip Morris contract exists until the end of the year. We have lost one contract but are getting another. In order to insure that this does not happen again a promotion and merchandising scheme has been set up.

This scheme will involve all station personnel with the Ivy Representative functioning in ~~an~~ an all-important capacity. Under the Ivy Rep will be the Account Executive, and under him will be promotion and advertising men for each sponsor.

General Electric was discussed.

The need for polls and more efficient polling was discussed.

Among the companies being solicited for next year are the Lee Hat Company, and

Columbia Records, and other companies will be seen.

Announcement was made by Jim Spence of elections to Ivy posts. The three new Ivy members are Chuck Kroloff, the GE Account Executive, Greg Dawson, the Ford Account Executive, and Bill Wrigley, who was to be the Program Coordinator, but now will work with the other stations.

Jim presented the financial report. The network has a bank balance of about \$400, plus some debts to individual stations. We are in pretty good financial shape.

Jeff Alison was called upon to discuss the "Mercury Records Release Service. The release has been secured pending notification and an official letter from Ivy which have not been produced. Jim reported that this letter has been sent but that nothing has been heard so far.

Kent Robinson, of WDBS, made a motion that any advertising contract involving time sales on the part of Ivy stations should be subject to approval of the Ivy Business Manager before any accounts are approached or negotiations concluded. The motion was seconded and discussion ensued. This has been standard policy although it is not in the constitution; it can be put into the constitution or put in the form of a resolution. This would be a coordination measure to insure working in the same direction, but the question was raised of whether it would give the Ivy Business manager too much power. Dan Sobel would like to see the Ivy Network set up as the sole organ for national advertising of all the stations. If the network does not produce then the stations may seek national advertising on their own. However, Ivy is producing and is growing. A vote was taken and the motion was carried by unanimous vote.

The next thing on the agenda was discussion of the revision of the Constitution. George Healy, of WHRB, submitted the proposed revision, and the following action was taken on each article :

Article One: Purpose
Accepted as read.

Article Two: Policy
NAB was changed to read NARTB, National Association of Radio and Television Broadcasters. Article accepted.

Article Three: Membership
Accepted as read.

Article Four: Executive and Legislative Authority
The additional function of the Ivy Representative shall be to be the sole recipient of responsibility and should be named an executive member of the station. This shall be for business correspondence.

Discussion ensued as to the position of the Ivy Representative in regard to the station and Ivy Network. One stand taken was that the Ivy Rep should be the most important official on the station in relation to Ivy, and the question was raised as to whether he should be a member of or merely consultant to the Executive Committee.

A motion was made that Article IV be accepted as it stands. The motion was seconded and carried by vote of six to one.

Article Five: Officers of the Ivy Network
Accepted.

Additional was made to the agenda of the discussion of bonding the General Manager

of the Ivy Network. Amendment will be made to the constitution concerning the newly established position of Program Coordinator.

Article Six: Powers and Duties of the Executive Board
Accepted as read.

Article Seven: Powers and Duties of Officers

Chairman -- accepted as read.

General Manager --

The words "no later than February 15" shall be replaced by "as soon as completed". The word "privilege" shall be changed to "right".
Responsibility of Officers -- accepted as read.

The article was accepted with corrections made.

Article Eight: Meetings

Regular meetings -- accepted as read.

Special meetings -- the words "or of any two officers" were stricken.

Quorum and Voting -- accepted as read.

Notices -- accepted as read.

Article Nine: Contractual Obligations

Will read "General" Manager instead of "Business" Manager throughout. The 28 days shall be changed to 35. This should be changed in the individual station contracts because Ivy is bound by the 28 days.

Article accepted as corrected.

Article Ten: Amendments

Accepted as read.

Article Eleven: Ratification

Shall read, "This constitution shall be ratified by the signature below of the six station managers holding office at the date of ratification, to be confirmed by each station pursuant to its own governing laws".

This constitution shall supersede all other constitutions of adopted. Upon ratification this constitution shall become the governing law of the Ivy network.

Discussion reopened (during discussion of Article Nine) on Article Four, the section concerning the Ivy Representative. It shall read, "His function shall be to handle all relations, except as otherwise specified in this constitution, between his station and the Ivy Network Business Office, or other member stations."

A motion was made that the constitution be referred to the Station Managers for ratification. This was seconded and carried by unanimous vote.

Motion was made, and a vote of thanks extended to George Mealy for drawing up the constitution.

The question of bonding the General Manager of Ivy shall be reserved until the Station managers' meeting.

Motion was made to adjourn the meeting; it was seconded, and the meeting was officially adjourned.

Respectfully submitted,

Jean Haskell